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Our Case No. 10022/142

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Dempski *et al.*

Serial No.: 09/924,669

Filing Date: August 8, 2001

For: ENHANCED CUSTOM CONTENT
TELEVISION

Examiner: S. Chowdhury

Group Art Unit No.: 2161

**AMENDMENT AND RESPONSE TO THE OFFICE ACTION
MAILED JANUARY 4, 2007**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed January 4, 2007, the Applicants kindly request reconsideration of the rejection in view of the following remarks and arguments.

Listing of the Claims begin on page 2 of this paper.

Remarks begin on page 8 of this paper.